

**APPLICATION FOR
URBAN DESIGN COMMISSION
REVIEW AND APPROVAL**

AGENDA ITEM # _____
Project # _____

DATE SUBMITTED: May 12, 2010

Action Requested

- Informational Presentation
 Initial Approval and/or Recommendation
 Final Approval and/or Recommendation

UDC MEETING DATE: May 19, 2010

PROJECT ADDRESS: 2825 University Avenue

ALDERMANIC DISTRICT: District 11 (Chris Schmidt)

OWNER/DEVELOPER (Partners and/or Principals) ARCHITECT/DESIGNER/OR AGENT:

Findlay Plaza, LLC

Shulfer Architects, LLC

Louis Fortis

Steve Shulfer

CONTACT PERSON: Steve Shulfer (architect)

Address: 1918 Parmenter Street, Suite 2
Middleton, WI 53562

Phone: 608-836-7570

Fax: 608-831-0529

E-mail address: sjsulfer@shulferarchitects.com

TYPE OF PROJECT:

(See Section A for:)

- Planned Unit Development (PUD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Community Development (PCD)
 General Development Plan (GDP)
 Specific Implementation Plan (SIP)
 Planned Residential Development (PRD)
 New Construction or Exterior Remodeling in an Urban Design District * (A public hearing is required as well as a fee)
 School, Public Building or Space (Fee may be required)
 New Construction or Addition to or Remodeling of a Retail, Hotel or Motel Building Exceeding 40,000 Sq. Ft.
 Planned Commercial Site

(See Section B for:)

- New Construction or Exterior Remodeling in C4 District (Fee required)

(See Section C for:)

- R.P.S.M. Parking Variance (Fee required)

(See Section D for:)

- Comprehensive Design Review* (Fee required)
 Street Graphics Variance* (Fee required)
 Other _____

*Public Hearing Required (Submission Deadline 3 Weeks in Advance of Meeting Date)

Where fees are required (as noted above) they apply with the first submittal for either initial or final approval of a project.



May 12, 2010

**City of Madison
Urban Design Commission**

Re: 2825 University Avenue
Exterior Improvements for Proposed IHOP

Dear UDC:

With this letter I am submitting documents for informational presentation of the above referenced project.

The project is a result of modifications required for a new IHOP tenant proposed for the site. Due to corporate standards, the exterior appearance of the building is required to be modified by IHOP to meet their current design guidelines.

The proposed exterior improvements include:

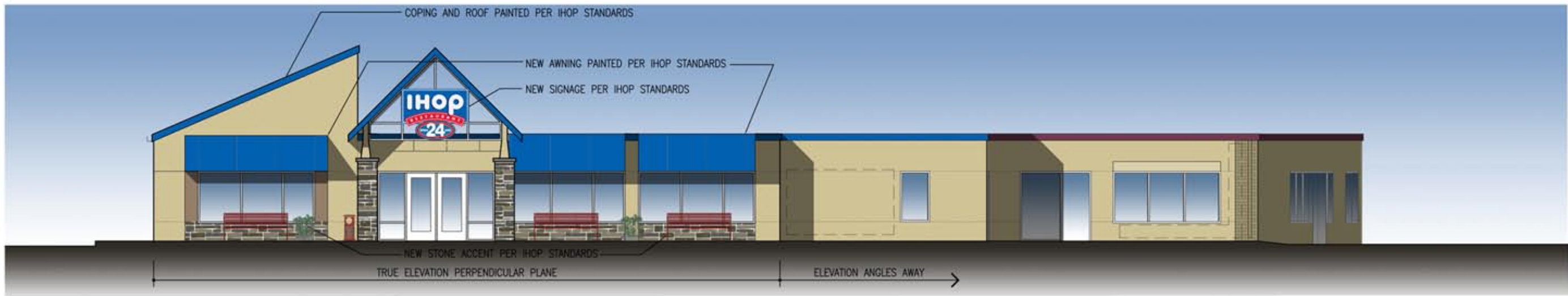
- Painted roof and parapet copings
- Removal and replacement of existing awning structure with new fabric awnings over the windows
- Addition of a gable-roofed entrance canopy structure (projecting approximately 5-feet from the building).
- Outdoor benches, planters, and normal site amenities
- Exterior signage in keeping with the IHOP corporate image

Our intent is to offer these documents for your information and review, in order to hopefully achieve final approval at the June 2 UDC meeting.

I thank you for your consideration and look forward to discussing this project further.

Respectfully,

Steve J. Shulfer, AIA, LEED AP
Partner / Shulfer Architects, LLC



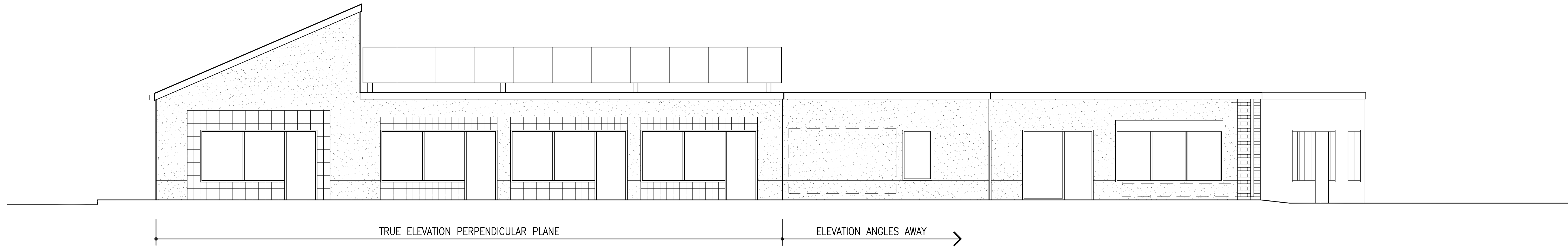
3 WEST ELEVATION
3/16"=1'-0"



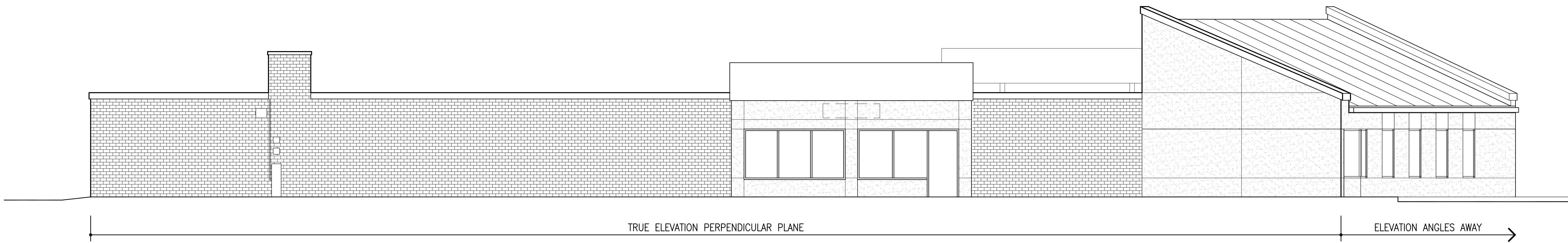
2 EAST ELEVATION
3/16"=1'-0"



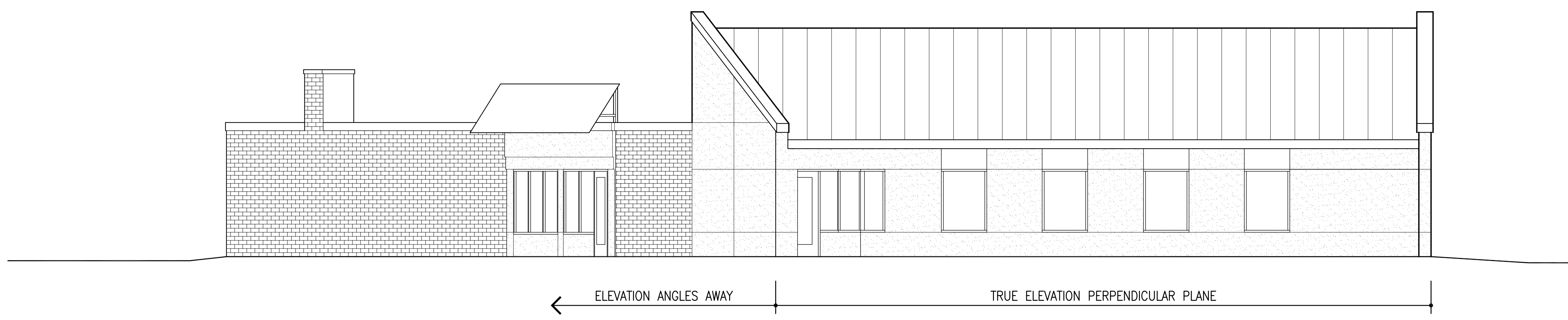
1 NORTH ELEVATION
3/16"=1'-0"



3 WEST ELEVATION
3/16"=1'-0"



2 EAST ELEVATION
3/16"=1'-0"



1 NORTH ELEVATION
3/16"=1'-0"

